

Retail Jewellers Guild Awards 2026

Retail Innovation of the Year

This award recognizes breakthrough jewellery retail initiatives that go beyond conventional ways of selling jewellery and create a differentiated customer experience. The category celebrates out-of-the-box thinking, new retail formats, technology-led interventions, service innovation, process redesign or experiential ideas that materially change how consumers discover, experience, trust, buy or engage with jewellery.

GENERAL ELIGIBILITY CRITERIA

1. The initiative must have been implemented and customer-facing during the eligibility period.
2. The initiative should go beyond routine customer service or standard retail operations.
3. The entry should demonstrate what was unconventional, breakthrough or innovative in the customer experience.
4. The initiative should improve convenience, trust, personalization, discovery, consultation, purchase experience, service quality, loyalty or customer engagement.
5. Applicants should explain the customer problem, solution introduced, implementation approach, adoption, customer response and business impact wherever available.
6. Technology-led, service-led, process-led and experience-led innovations may be accepted.
7. Any form of plagiarism, imitation, unauthorized use of third-party work, false information or unverifiable claim may lead to disqualification at any stage.
8. The jury and Awards management reserve the right to reject, recategorize, merge, split, modify, cancel or withhold any category/subcategory based on the number, relevance and quality of entries received.
9. If no entry is found to be of award-worthy standard, the award may not be presented in that category.
10. The decision of the jury and Awards management shall be final, binding and non-contestable.
11. For category specific eligibility criteria, kindly visit the [Terms & Conditions](#).
12. Submission of this application will be deemed acceptance of the Award's terms and conditions as available on the website: [\(Website link to be inserted\)](#)

Commented [VS1]: Add Terms & Conditions document link

Commented [VS2]: Website link to be inserted

SECTION I – GENERAL INFORMATION

Name of the Applicant*	
Designation*	
Name of the Jeweller/ Retailer*	
Name of the Store*	
Year of establishment*	
Registered office address*	• State: • City: • Pincode:
Contact details*	• Mobile number: • Email: • Company website/ social media handle, if applicable:

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Number of jewellery stores operated*	
Location of the Store*	
Geographical Scope of the Initiative*	

SECTION II – ABOUT THE INITIATIVE *

Please describe the retail innovation initiative and explain how it transformed the customer experience, engagement, or purchase journey. (in 250 words)

Kindly refer to the below guidelines to support your answer:

- Innovation concept and what made it breakthrough, unconventional, or differentiated
- Technology, service, process, or experiential elements introduced
- Implementation approach, customer touchpoints, and channels used
- Customer adoption, feedback, and response to the initiative
- Key business outcomes and impact achieved

SECTION III – SUPPORTING DOCUMENTS

GST / business registration / incorporation certificate*	<u>Attach the document</u>
Store photographs to be provided in the below format: • Interior and exterior views • Must be actual photographs (no renders or concept designs) • No visible logos, names, or identifiers	<u>Attach the material</u>
Store video to be provided should follow the format below: • Showcasing multiple angles of the store • Must be of an actual, operational store • No branding or voiceovers mentioning the store name	<u>Attach the material</u>
Customer testimonials / media coverage / awards, if available	<u>Attach the document</u>

Commented [VS3]: 1.Mention accepted formats: JPEG, PNG and PDF.
2. File-size limit to be confirmed; recommended starting point: 10 MB per file.

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Technology Demonstration Screenshots / Videos*	<u>Attach the material</u>
Innovation Demonstration Video*	<u>Attach the material</u>
GST/ Incorporation Certificate*	<u>Attach the document</u>
Any other supporting document	<u>Attach the document</u>

DECLARATION*

I declare that the information provided in this application form is correct, accurate and pertains to my business. I agree to abide by the rules and regulations of participation.

I also declare the below details with respect to my entry:

- 1. The information provided in this application is true, accurate and pertains to my business.*
- 2. The retail innovation initiative submitted under this category was implemented and customer-facing during the defined eligibility period.*
- 3. The submission demonstrates an unconventional, breakthrough, or innovative approach that creates a differentiated customer experience.*
- 4. The initiative has improved one or more aspects of the customer journey, including convenience, trust, personalization, discovery, consultation, purchase experience, service quality, customer loyalty, or customer engagement.*
- 5. The submission accurately explains the customer problem or opportunity identified, the solution introduced, the implementation approach, customer adoption, customer response, and business impact, wherever applicable.*
- 6. The initiative represents a technology-led, service-led, process-led, and/or experience-led innovation, and all information, claims, and supporting materials submitted are true, accurate, and verifiable.*
- 7. All submitted information, visuals, documents and claims are true, accurate and verifiable.*
- 8. If shortlisted, I / we agree to provide additional documents or clarifications as required by the Awards management.*
- 9. I / we agree to abide by the rules and regulations of participation.*
- 10. I / we understand that the decision of the Jury and Awards management shall be final and binding.*

Sign*		Date*	
Name*			
Designation*			

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Company Stamp*	
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